

## Message Text

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PAGE 01 TANANA 00382 111530Z

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ACTION COME-00

INFO OCT-01 AF-06 ISO-00 EB-07 AGR-10 USIA-15 /039 W

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R 080430Z MAR 75

FM AMEMBASSY TANANARIVE

TO SECSTATE WASHDC 6997

UNCLAS TANANARIVE 0382

E.O. 11652: N/A

TAGS: BEXP, MA, XA

SUBJECT: FY 1976 TRADE PROMOTION PROGRAM FOR AFRICA

REFS: (A) STATE 48501; (B) TANANARIVE 0095; (C) STATE 621

1. RE PARA 10 REF (A), ASSUME MADAGASCAR AS WELL AS ZAIRE DROPPED FROM HEALTH CARE SHOW, IN ACCORDANCE OUR PROPOSAL REF (B). EMBASSY REGRETS, HOWEVER, MADAGASCAR ALSO DROPPED FROM LIVESTOCK AND POULTRY RAISING AND PROCESSING SHOW SCHEDULED FOR JUNE 1976. IN AGRICULTURAL EQUIPMENT SHOW HELD HERE JANUARY 1975, CATALOGS ON LIVESTOCK, POULTRY AND HOG EQUIPMENT ATTRACTED MOST INTEREST OF ANY IN SHOW, DRAWING OVER 180 TRADE INQUIRIES AND 103 TRADE LEADS FOR JUST 13 CATALOGS REPRESENTED. MOREOVER, EMBASSY URGES AT LEAST ONE TRADE PROMOTION EVENT BE STAGED HERE IN FY-76 TO SPOTLIGHT U.S. COMMERCIAL OPPORTUNITIES FOR MALAGASY.

2. IF LIVESTOCK AND POULTRY SHOW NOT POSSIBLE, COULD COMMERCE DETAIL ONE OR TWO MEMBERS OF OCTOBER TRADE MISSION IN FOOD PROCESSING AND PACKAGING EQUIPMENT FOR BRIEF VISIT TO MADAGASCAR? SEVERAL CATALOGS IN FOOD PROCESSING FIELD ALSO ATTRACTED WIDE INTEREST AT RECENT AGRICULTURAL EQUIPMENT SHOW, AND WE BELIEVE THIS IS ONE OF THE MORE PROMISING FIELDS FOR NEW U.S. EXPORTS HERE. IN MINIMUM THREE DAYS' VISIT, EMBASSY COULD ARRANGE INTENSIVE PROGRAM FOR TRADE MISSION MEMBER(S), INCLUDING MEETINGS WITH VIRTUALLY ALL PROMISING PROSPECTS IN FOOD PROCESSING FIELD IN MADAGASCAR.  
MENDENHALL

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